



# ShellacFinishes

No one knows SHELLAC like we do!

## Press Release For Immediate Release

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*Royal-Lac*<sup>®</sup> Aerosol Gloss

*Royal-Lac*<sup>®</sup> Aerosol Low Gloss

San Diego, California – June 11, 2015 – After a successful launch of their *Royal-Lac*<sup>®</sup> line of “ready to go” shellac-based wood finishes, ShellacFinishes has taken a further step by packaging *Royal-Lac*<sup>®</sup> into aerosol spray canisters. New *Royal-Lac*<sup>®</sup> Aerosol spray cans are now available for immediate purchase in **Gloss and Low Gloss** versions.

*Royal-Lac*<sup>®</sup> Aerosol wood finish gives woodworkers, wood carvers, scroll saw artists, gourd artists, and other Arts and Craft artists the ability to quickly and easily apply a beautiful finish without any fuss. Experienced artists know that application of a top-quality finish can be quite a challenge for uneven surfaces even when using a brush. Moreover, the use of spray equipment for small jobs wastes both time and money due to excessive over spray and cleaning of equipment.

New *Royal-Lac*<sup>®</sup> Aerosol cans eliminate most of the application learning curve and makes cleanup a breeze. When finished, simply hold the can upside down and give a couple quick puffs to clear the nozzle.

*Royal-Lac*<sup>®</sup> Aerosol **Low Gloss** enables the artist to simply spray on a coat to get a desired low gloss finish.

*Royal-Lac*<sup>®</sup> Aerosol is a proprietary formulation formed by cross-linking shellac with carefully selected synthetic resins to form new polyester chains that combine the look and feel of shellac with the durability of synthetic finishes.

“With the introduction of *Royal-Lac*<sup>®</sup> *Aerosol* spray canisters, ShellacFinishes has taken a major step to simplify application of *Royal-Lac*<sup>®</sup> while still retaining the many benefits it brings to the market as a finish.

*Royal-Lac*<sup>®</sup> *Aerosol* caters to many demanding market segments that require a beautiful, durable, and non-yellowing finish. My customers have been asking for it since our introduction of *Royal-Lac*<sup>®</sup> in 2014 and we have listened” states **Vijay Velji**, owner of ShellacFinishes.

Competitively priced at \$16.95 per can, *Royal-Lac*<sup>®</sup> *Aerosol* **Gloss and Low Gloss** versions are available for purchase through the company website: [www.shellacfinishes.com](http://www.shellacfinishes.com). Product application videos are also available to demonstrate quick and easy application techniques.

## About ShellacFinishes

ShellacFinishes was established in November 2006 by longtime San Diego resident and woodworker Vijay Velji. A well-known furniture maker, French Polisher, and teacher, Vijay was frustrated with the inconsistent performance of shellac purchased from local vendors. Flakes on the retailers’ shelves were of unknown age and would sometimes form a lumpy mess when mixed with alcohol rather than dissolving into a nice homogenous mixture. Unsatisfied with the situation, Vijay took matters into his own hands and travelled halfway around the world, in search of shellac that was guaranteed fresh.

Over time, he established business and personal relationships with harvesters and manufacturers positioned to supply fresh shellac, and launched his company. Because of the tight relationships he formed early on, ShellacFinishes knows the actual date of harvest and is the only shellac vendor to put a freshness date and guarantee on every package sold.

As a passionate woodworker and frequent user of shellac, Vijay remains in tune with customer needs. Shortly after starting ShellacFinishes, he noticed that some customers were hesitant to use shellac due to concerns about durability and ease of application. Unfortunately, shellac’s rheology simply did not allow it to flow and level as easily as synthetic finishes, and it didn’t compete with synthetic finishes on durability.

Again unsatisfied, Vijay dug deeper into the chemistry of shellac seeking a way to address these limitations. After two years of R&D, his careful analysis and methodical testing paid off when ShellacFinishes introduced a new line of wood finish based on a proprietary blend of shellac and synthetic resins.

The new finish, *Royal-Lac<sup>®</sup> Aerosol* remains second to none in durability and ease of application.

ShellacFinishes and its founder Vijay Velji are pleased to offer products which empower Indian farmers with sustainable economic alternatives to deforestation of their lands for agricultural and industrial use. They are dedicated to helping preserve these precious natural resources.

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